

NATIONAL DRUNK AND DRUGGED DRIVING
PREVENTION MONTH (3D MONTH) – DECEMBER 2001

GIVE THE GIFT OF LIFE

DEAR PARTNER:

This planner contains the latest materials for use in coordinating a comprehensive impaired driving prevention campaign for National Drunk and Drugged Driving Prevention Month (3D Month). The enclosed materials were designed to help you increase the frequency and reach of your lifesaving messages throughout the entire Winter holiday season (December-January).

December 3, 2001 – At the beginning of December, you may want to kick-off 3D Month with a proclamation and event promoting the use of designated drivers and sober ride programs. Use the guidebook to create realistic and proven methods to provide alternatives to impaired driving. Use the well-known tagline *Friends Don't Let Friends Drive Drunk* campaign to get your message across that everyone has role in preventing impaired driving.

December 21-23, 2001 – Join the *National Holiday Lifesavers Mobilization*, sponsored by the You Drink & Drive. You Lose. campaign. The message is simple – Impaired driving is a crime that kills. The *You Drink & Drive. You Lose.* Campaign Manual provides partners step-by-step suggestions on planning and coordinating saturation patrols and sobriety checkpoints and contains sections on *Building Partnerships, Publicity and Promotions, Timelines, Available Resources* and *Training Courses*.

Included are media toolkits specifically tailored for *Traffic Safety Advocates, Law Enforcement Personnel, and Prosecutors* and *Judicial Officials*. The tool kits contain suggestions on news hooks, sample press

releases, Op Ed articles, talking points, posters, artwork, logo sheets and fact sheets.

New Year's Eve 2001 – Work with local members of Students Against Destructive Decisions and the National Organizations for Youth Safety to promote the new *Think About It...* campaign. The campaign is based on the power of positive peer pressure and positive youth development. Use the new SADD and NOYS materials, including the new *Make Your Parties Rock – Substance-Free, A Guide to Safe and Sober Event Planning*, in planning your events and working with youth. Reach youth with a powerful and positive lifesaving message.

**THIS DECEMBER HOLIDAY SEASON –
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After several years of gradual increases in safety, recently released impaired driving statistics by the National Highway Traffic Safety Administration show that impaired driving-related deaths significantly increased from 15,786 in 1999 to 16,653 in 2000. We have come to a crossroad in our efforts to prevent this deadly crime. America is at a crucial point where we must all do more as communities and as individuals if we are to make significant declines in the number of alcohol- and drug-related crashes.

But to reach our goal we must continue to focus our efforts at the community level. You are holding the keys to success. And your commitment to participate in 3D Month is a pledge to make America's roadways and communities safer by intensifying comprehensive efforts against impaired driving. Together, we can save lives and ensure every community is safe from impaired drivers not just during the month of December, but all year long.

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HOW TO PLAN AND CONDUCT A CAMPAIGN

The materials in the *2001 National Drunk and Drugged Driving Prevention Month Program Planner* and the resources it catalogs for you use provide strategies, ideas and tips to help you develop your 3D Prevention Month activities. The most successful highway safety campaigns:

- involve a wide variety of community interests and organizations,
- build on existing successful programs,
- use media effectively, and
- focus on increasing safety in December as well as year-round.

This planner offers ideas in all of these areas.

CREATE AND BUILD PARTNERSHIPS

Halting impaired driving requires a commitment from everyone in your community. The activities provide an excellent opportunity to strengthen existing partnerships as well as to reach out to new partners. You should seek to identify and bring in new partners early in the planning process.

Answering the following questions should lead you to new partners who will bring new ideas and energy for National 3D Prevention Month activities:

- How involved are these groups and community leaders in your community's 3D activities: law enforcement, medical/health care, education, business, employers, legislators, prosecutors, judges, diverse populations, faith communities, and the media?
- What elected officials and other community leaders will bring the 3D Prevention Month message to your residents and speak out in support the campaign?
- What influential people or organizations may be able to provide financial support or in-kind services to assist in activities such as developing materials, planning the campaign, disseminating information, and handling events?
- This activity guide includes ideas for working with many of the key "communities of interest" that are likely to participate in your 3D coalition.

IDENTIFY YOUR CHALLENGE

Find out the size and shape of the impaired driving problem in your community. For example, do statistics show a problem with drivers ages 21 to 25, repeat offenders or first-time offenders? Do crashes occur more frequently at certain times of day? Any other trends? You can access statistics on highway safety directly from NHTSA's National Center for Statistics and Analysis at www.nhtsa.com/people/ncsa/

SET GOALS

Based on your community's problems, needs and resources set goals for your 3D Prevention Month activities. The information included in this 3D Planner will help you set goals that tie in with national campaigns like, *Friends Don't Let Friends Drive Drunk, You Drink & Drive. You Lose.* and *Think About It.* Your community goals could include the following:

Outreach-based – remind employers to use designated driver and sober ride programs at office holiday parties.

Activity-based – conduct set amount of saturation patrols or sobriety checkpoints during the mobilization

Outcome-based – achieve a goal of zero alcohol-related crashes involving youth for New Year's Eve.

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PLAN, IMPLEMENT AND EVALUATE

Your 3D coalition can now create a strategy based on the goals you have set and the resources and expertise of the coalition's members. Use the materials in this planner to get you started and tailor your campaigns for use locally based on your available resources and budget.

Efficient organization, tracking and evaluating your activities will help make this campaign an even greater success, as well as providing a helpful foundation for future 3D Prevention Month efforts.

NHTSA's publication, *The Art of Appropriate Evaluation: A Guide for Highway Safety Program Managers*, is a helpful tool in evaluating the effectiveness of your programs, including advice on identifying problems, establishing objectives, and other aspects of program development and evaluation. You can get more information at www.nhtsa.dot.gov/people/outreach/media/catalog/

And remember, when 3D Prevention Month is over continue to build on the efforts and relationships that you and your coalition partners have created for year-round activities.